FORM #3078
PM INC. REV. 6/93
#ed FORMS

CONFIDENTIAL

SUBMISSION TO: *CORPORATE PRODUCTS COMMITTEE*

BY: W.H.Webb *MONTHLY MEETING OF* **October 1994**

## CHANGE IN EXISTING BRAND

Brand Name: **DIANA KS BOX**
**DIANA SPECIALLY MILD KS BOX**

Country of Sale: **ITALY & ITALY DF**

Action Date: **1ST QUARTER 1995 (ITALY)**
**2ND QUARTER 1995 (ITALY DF)**

Country of Manufacture: **ITALY = MTI**
**DF = PMG DRESDEN**

## TYPE OF SUBMISSION

☐ Major U.S. Brand ☒ Local Brand

## PROPOSED CHANGE OR ALTERATION

*Cigarette Specifications*

☐ Blend ☐ Cigarette Paper
☐ Filter Construction ☐ Tipping paper

*Packaging*

☒ Graphics ☐ Number of cigarettes
☐ Text ☐ Construction

| CURRENT | PROPOSED |
|---|---|
| For Package attach existing label. | Attach proposed label, comp, or paste up. |
| For Product list existing specifications. | Specify proposed changes. |
| **See Product Proposal Folder** | **See Product Proposal Folder** |
| | **Refresh the current pack design to update the overall pack proposition in order to capitalize on the growing brand momentum.** |
| | **The new packaging proposal is currently being consumer tested and the results will be forwarded to you by mid October.** |

Please attach a description of:

- Current market situation and rationale for the change
- Cost factors relating to the change and volume impact
- Key product/consumer research test results.

**SIGNED** _____

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Source: https://www.industrydocuments.ucsf.edu/docs/fmfm0004